

**IN THE CLAIMS**

The following listing of claims replaces all prior listings:

1. (Currently Amended) A content managing system having a content managing portion comprising:

a content library for storing files of a plurality of contents provided by a content provider;

a library managing means for managingunit which manages said content library;

a customer file storing means for storingunit which stores the file of a content of each user to an area assigned to each user; and

a customer file managing means for managingunit which manages said customer file storing meansunit,

wherein,

\_\_\_\_\_ said content managing portion and a terminal unit of a user are connected through a network,

wherein said content managing portion is operated remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user, and

wherein said content managing portion counts the determines the total period for which each content was stored or linked in each user area and creates a database containing the counted valuesdetermined value.

2. (original) The content managing system as set forth in claim 1,

wherein the contents are advertisements.

3. (original) The content managing system as set forth in claim 1,

wherein the content provider can freely change, replace, and delete the file of a content provided to said content library.

4. (original) The content managing system as set forth in claim 1,

wherein said content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values.

5. (original) The content managing system as set forth in claim 1,

wherein said content managing portion counts the number of male users and the number of female users who copied their contents to their user areas and creates a database containing the counted values.

6. (original) The content managing system as set forth in claim 1,

wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values.

7. (original) The content managing system as set forth in claim 1,

wherein said content managing portion counts the number of clicks of each content copied or linked to each user area and creates a database containing the counted values.

8. (original) The content managing system as set forth in claim 1,

wherein said content managing portion counts the clicked date and time of each content copied or linked to each user area and creates a database containing the counted values.

9. (canceled).

10. (Currently Amended) A content managing apparatus, comprising:

a content managing portion having:

    a content library for storing files of a plurality of contents provided by a content provider,

a library managing means for managing unit which manages said content library,

a customer file storing means for storing unit which stores the file of a content of each user to an area assigned to each user, and

~~a customer file managing means for managing unit which manages~~ said customer file storing ~~means~~ unit;

and

~~a communicating means for connecting unit which connects~~ the content managing apparatus to a network,

wherein,

\_\_\_\_\_ said content managing portion is operated remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user, and

wherein the total period for which each content was stored in each user area is counted determined and a database containing the ~~counted~~determined values is created.

11. (original) The content managing apparatus as set forth in claim 10, wherein the contents are advertisements.

12. (original) The content managing apparatus as set forth in claim 10, wherein the content provider can freely change, replace, and delete the file of a content provided to said content library.

13. (original) The content managing apparatus as set forth in claim 10, wherein the number of users who copied or linked the contents to their user areas is counted and a database containing the counted values is created.

14. (original) The content managing apparatus as set forth in claim 10, wherein the number of male users and the number of female users who copied their contents to their user areas is counted and a database containing the counted values is created.

15. (original) The content managing apparatus as set forth in claim 10,

wherein the number of users in each age group who copied or linked their contents to their user areas is counted and a database containing the counted values is created.

16. (original) The content managing apparatus as set forth in claim 10, wherein the number of clicks of each content copied or linked to each user area is counted and a database containing the counted values is created.

17. (original) The content managing apparatus as set forth in claim 10, wherein the clicked date and time of each content copied or linked to each user area is counted and a database containing the counted values is created.

18. (canceled).

19. (Currently Amended) A content managing method, comprising the steps of: providing a content managing portion having:

a library for storing the files of a plurality of contents provided by a content provider; and

a customer file storage and a customer file storage system for assigning a user area for storing the file of a content of each user to the customer file storage;

connecting the content managing portion and a terminal unit of a user through a network, and

operating the content managing portion remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied or linked from the library to a user area in the customer file storage,

wherein,

the content managing portion ~~counts-determines~~ the total period for which each content was stored or linked in each user area and creates a database containing the ~~determined~~counted values.

20. (original) The content managing method as set forth in claim 19, wherein the contents are advertisements.

21. (original) The content managing method as set forth in claim 19, wherein the content provider can freely change, replace, and delete the file of a content provided to the library.

22. (original) The content managing method as set forth in claim 19, wherein the content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values.

23. (original) The content managing method as set forth in claim 19, wherein the content managing portion counts the number of male users and the number of female users who copied or linked their contents to their user areas and creates a database containing the counted values.

24. (original) The content managing method as set forth in claim 19, wherein the content managing portion counts the number of users in each age group who copied or linked their contents to their user areas and creates a database containing the counted values.

25. (original) The content managing method as set forth in claim 19, wherein the content managing portion counts the number of clicks of each content copied or linked to each user area and creates a database containing the counted values.

26. (original) The content managing method as set forth in claim 19, wherein the content managing portion counts the clicked date and time of each content copied or linked to each user area and creates a database containing the counted values.

27. (canceled).